



Form: Course Syllabus	Form Number	EXC-01-02-02A
	Issue Number and Date	2/3/24/2022/2963 05/12/2022
	Number and Date of Revision or Modification	2023/10/15
	Deans Council Approval Decision Number	265/2024/24/3/2
	The Date of the Deans Council Approval Decision	2024/1/23
	Number of Pages	06

1.	Course Title	Business to Business Marketing
2.	Course Number	1604441
3.	Credit Hours (Theory, Practical)	Theory, 3hrs
	Contact Hours (Theory, Practical)	
4.	Prerequisites/ Corequisites	1604201
5.	Program Title	Bachelor Degree in Marketing
6.	Program Code	
7.	School/ Center	School of Business
8.	Department	Marketing
9.	Course Level	3
10.	Year of Study and Semester (s)	S2, 2024-2025
11.	Program Degree	
12.	Other Department(s) Involved in Teaching the Course	NA
13.	Learning Language	English
14.	Learning Types	<input checked="" type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online
15.	Online Platforms(s)	<input type="checkbox"/> Moodle <input type="checkbox"/> Microsoft Teams
16	Issuing Date	
17.	Revision Date	

18. Course Coordinator:

Name: Dr. Muhammad Alshurideh	
Contact hours: Monday and Wednesday 11:30am-13:0pm	
Office number:	Phone number:
Email: m.alshurideh@ju.edu.jo	



19. Other Instructors:

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

20. Course Description:

The aim of this course is to provide students with a comprehensive understanding of the main concepts and theories underlying the business marketing practice.

21. Program Intended Learning Outcomes: (To be used in designing the matrix linking the intended learning outcomes of the course with the intended learning outcomes of the program)

PLO's	*National Qualifications Framework Descriptors*		
	Competency (C)	Skills (B)	Knowledge (A)
1. Examine current concepts of the Marketing role in business organizations and society, and explain the marketing principles in relation to the product, price, promotion and distribution functions.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2. Describe the theories and concepts in the field of digital Marketing.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>



3. Identify ethical issues in marketing context and critically discuss ethical reasoning to Marketing and business circumstances.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4. Utilize applicable central models and theories that relate to consumer behavior and marketing in the online and offline to research and analyze contemporary issues in Marketing.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
5. Utilize critical thinking and problem solving to analyze business environment and develop marketing strategies based on product, price, place and promotion objectives in different Market segments.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
6. Apply the marketing research process to collect, process, and analyze a range of data in order to provide solutions to marketing problems, and prepare oral presentation to professional standards.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Appreciate the global nature of marketing and appropriate measures to operate effectively in international settings.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
8. Work effectively within teams to accomplish marketing projects	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

* Choose only one descriptor for each learning outcome of the program, whether knowledge, skill, or competency.

22. Course Intended Learning Outcomes: (Upon completion of the course, the student will be able to achieve the following intended learning outcomes)

Course ILOs #	The learning levels to be achieved						Competencies
	Remember	Understand	Apply	Analyse	Evaluate	Create	
1. Critically define and describe the	*	*	*				*



main characteristics of business to business (B2B) markets.							
2. Describe the main theories and concepts in the B2B marketing field and apply them in different business contexts.	*	*	*	*	*		*
3. Develop a business marketing plan in order to improve the marketing performance to a business marketing firm.		*	*	*	*	*	
4. Present arguments or conclusions of the plan clearly in an appropriate form to the intended audience.		*	*	*	*	*	*

23. The matrix linking the intended learning outcomes of the course -CLO's with the intended learning outcomes of the program -PLOs:



PLO's * CLO's	1	2	3	4	5	Descriptors**		
						A	B	C
1	*			*				*
2	*			*				*
3	*		*	*	*		*	*
4	*		*	*	*		*	*
5	*			*				*
6	*			*				*
7	*		*	*	*		*	*
8	*		*	*	*		*	*

*Linking each course learning outcome (CLO) to only one program outcome (PLO) as specified in the course matrix.

**Descriptors are determined according to the program learning outcome (PLO) that was chosen and according to what was specified in the program learning outcomes matrix in clause (21).

24. Topic Outline and Schedule:

Week	Lecture	Topic	ILO/s Linked to the Topic	Learning Types (Face to Face/ Blended/ Fully Online)	Platform Used	Synchronous / Asynchronous Lecturing	Evaluation Methods	Learning Resources
1+2	1.1	Chapter 1 Introduction to business-to- business marketing	1	Blended			Exams and project	
	1.2	Introduction n to sales management						
	1.3	Introduction to sales management						
2	2.1		2+3					



	2.2	Introduction to business-to-business marketing				
	2.3					
3+4	3.1					
	3.2					
3+4	3.3	Chapter 2 How business organizations buy	1+2			
	4.1					
	4.2					
	4.3					
5	5.1	Chapter 3 Strategic planning for global business markets	1+2+3			
	5.2					
	5.3					
6+7	6.1	Chapter 6 Segmentation, targeting and positioning	1+3			
	6.2					
	6.3					
8+9	7.1	Chapter 8 Product strategy and product development	1+3			
	7.2					
	7.3					
10	8.1	Chapter 9 Services for Business Markets	1+3			
	8.2					
	8.3					
11+12	9.1					
	9.2					
	9.3		1+3			
	10.1	Chapter 13 B2B marketing communications				
	10.2					
	10.3					
	11.1					
	11.2					
	11.3					
12+13	12.1					
	12.2					
	12.3					
	13.1	Chapter 14 Customer relationship and key account management	1+3			
	13.2					
	13.3					



14	14.1	Chapter 19 The future of business marketing	1+3				Exams and project	
	14.2							
	14.3							
15	15.1							
	15.2							
	15.3							

25. Evaluation Methods:

Opportunities to demonstrate achievement of the ILOs are provided through the following assessment methods and requirements:

Evaluation Activity	*Mark wt.				
		1	2	3	4
First Exam	30				
Second Exam –If any					
Final Exam	40				
**Class work	5				
Projects/reports	10				
Research working papers					
Field visits					
Practical and clinical					
Performance Completion file					
Presentation/exhibition	5				
Any other approved works	10				
Total 100%					

* According to the instructions for granting a Bachelor's degree.

**According to the principles of organizing semester work, tests, examinations, and grades for the bachelor's degree.

Mid-term exam specifications table*

No. of questions/ cognitive level				CLO/
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Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30	No. of questions per CLO	Total exam mark	Total no. of questions	Weight	CLO no.
1	1	1	4	2	1	10	100	100	10%	1

Final exam specifications table

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
										1
										2
										3
										4
										5

26. Course Requirements:

(e.g.: students should have a computer, internet connection, webcam, account on a specific software/platform...etc.):

27. Course Policies:



- A- Attendance policies:
- B- Absences from exams and submitting assignments on time:
- C- Health and safety procedures:
- D- Honesty policy regarding cheating, plagiarism, misbehavior:
- E- Grading policy:
- F- Available university services that support achievement in the course:

28. References:

- A- Required book(s), assigned reading and audio-visuals:

Main textbook:

Alan Zimmerman and Jim Blythe, Business to Business Marketing Management: A Global Perspective, Third Edition, 2018.

- B- Recommended books, materials, and media:

Other assigned readings and online materials that will be shared with you during the term (Please note that these materials are also included in the exams).

29. Additional information:

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Name of the Instructor or the Course Coordinator: Dr Muhammad Alshurideh	Signature:	Date:10/10/2025.....
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Name of the Head of Quality Assurance Committee/ Department	Signature:	Date:
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Name of the Head of Department	Signature:	Date:
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Name of the Head of Quality Assurance Committee/ School or Center	Signature:	Date:
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Name of the Dean or the Director

Signature:

Date: